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BOW VALLEY PARKWAY MEDIA EVALUATION STUDY
KNOWLEDGE QUESTIONS

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BOW VALLEY PARKWAY MEDIA EVALUATION STUDY: KNOWLEDGE QUESTIONS

INTRODUCTION

One problem associated with the use of instructional media at any type of public exhibit or attraction is verification of their usefulness. Environment Canada - Parks undertook the installation and evaluation of interpretive media in the Bow Valley Parkway portion of Banff National Park in the summers of 1981 and 1982. The study encompassed several different aspects of visitor behaviour. The analysis of the resulting data was done over the next few years, by several different people. This was the result of changes in priorities and staffing in the socio-economic headquarters unit of Parks. No final report for the entire study was ever issued and several of the original objectives were never fully investigated.

The necessary components were erected in the late summer of 1981. They were originally to have been installed prior to the end of the 1981 study period, sometime in late July. Unforseen circumstances caused them to be set up after the end of the summer. This lead to the 1982 study, the 1981 becoming a pilot project.

One objective that was not completed in either year revolved around the effectiveness of the new interpretive media. How well did they convey their messages and would visitors benefit to learn from them?

Both portions of the study included questions that requested general and specific information about the Bow Valley area from the respondents. The desired data had been derived from the interpretive media. Question 18.1 in the 1981 interviewer questionnaire listed 40 different possible responses (see Appendix 1):

> "We're very interested in how much people know about the Bow Valley and Johnston Canyon areas of Banff National Park. Could you name as many points of interest of these areas that you can think of, for example; 'some of the mountains are examples

> of the main ranges' or 'the Bow Valley Parkway is a major transportation route.'"

The respondent's answers were then ranked 1 to a maximum of 9, in order of occurrence. Question 18.1 was different depending on entry direction. Those entering the study area were asked how much they knew about the area while those leaving the area were asked how much they learned. Answers were matched, by the interviewer, as closely as possible to an existing category.

The 1982 mail-back questionnaire included 2 questions aimed at testing respondent knowledge of the area. Question 15 contained 5 true/false questions about specific Bow Valley features. There were two different sets of questions, one for local residents and one for more distant visitors. Number 16 was a open ended question similar in style to that of 1981's 18.1. Respondents were asked:

> "Could you please name as many physical characteristics about the Bow Valley and Johnston Canyon areas that you can think of or remember.
>
> Example: Water erosion was involved in forming the Bow Valley."

Several blank lines were left, as well as instructions to use the back of the sheet if more space was needed.

Preliminary investigations were made of both question 18.1 and 15 but nothing was ever done with 16. The two years of data have also never been compared.

METHODOLOGY

Analysis of the question 16 materials was undertaken in 1986. It was compared to the 1981 knowledge data by coding the '82 responses in a manner similar to those of the '81 answers. Each response from 1981 was recorded as a separate variable:

1981

var134 == Main Ranges

var133 == Front Ranges
etc. to
var175 == Other

1982

v1 == Main Ranges
v2 == Front Ranges
etc. to
v14 == Other

In effect the same variables were used for question 16 as for question 18.1.

Answers from 1981 were easily recorded, with values of 1 to 9, in relation to their spoken order. This could not be done with the 1982 responses. The answers were varied with representation from both end of a wide scale. Some respondents listed a great many different characteristics while others listed only one or two. A great many were short and simple answers and others were very long and descriptive. Since it was impossible to really give a 1 to 9 ranking to the responses, they were all coded 1 or 0, that is answered or not answered. The 1981 responses were then recoded to the same values of 1 or 0. The 'benefit of the doubt' was given to many of the 1982 answers that were not exact in their wording. This seemed justifiable as a similar method was used by interviewers during the 1981 survey.

The data was then analyzed using SPSS-X frequency and chi-squared procedures. Student t-test of significance were also run to determine the usefulness and independence of the results.

STUDY LIMITATIONS

The results of any study are often affected by internal an external factors which influence their relevance and accuracy. BVP is no exception.

The number of missing cases; 5 in 1981 and 128 in 1982, could alter the outcome. The open ended nature of question 16 may have

prompted participants not to answer. People also dropped out between doing the 1982 interview and the mail-back questionnaire. This lack of response, or non-response bias may have affected the result in a negative way. These people may have opinions that are vastly different than those available.

The recoding of var182 and vr110 into the new variable Age could also have altered the results. Age group variable used a value of 1 equal to under 25, as did var182. Vr110 however, used 1 equal to 25 and under. There may be more people between the ages 25 and 34 than the age category represents.

It is possible that some experimenter/interviewer bias was present in choosing subjects and in the attitudes displayed during the interviews. All of these actions and event can change the accuracy of BVP 's results.

Studies usually handle the problems of internal and external validity through their sampling methods. A truly randomized treatment and control set up has far fewer problems than other designs. The special circumstances fo the BVP studies modified the usual randomization process. The two groups were randomly selected, but not at the same time. The result is several problems with internal and external validity.

History is the most apparent internal issue. The respondents in 1982 had an extra year of living to alter and shape their opinions that those interviewed in 1981 didn't have. An event or affair may have arisen that caused a change in their perception, attitudes or opinions. Subjects in 1982 also had a greater opportunity to dropout. Mortality, subjects leaving a study, is not really important in 1981 as to be included they had to answer the interview questionnaire. 1982 respondents, once interviewed could dropout by not returning the mail back portion of the study. The views of these people could be different from the rest.

The external validity of the study may have been influenced by the respondents reactions to the study arrangements. They have

answered and behaved differently because of their awareness of the study.

These problems do have the potential to make the results invalid but, the combination of the sample design and the survey structure should have helped to compensate for errors of this kind.

STUDY RESULTS

The two sample, although from different years, were proved to be statistically similar in relation to age, sex, origin and number of children by way of chi-squared tests. Student t-tests run on each year separately showed that changes in the level of knowledge were the result of chance and not a significant increase in knowledge. A chi-squared test run on both sample showed that there was also no significant increase in knowledge from year to year.

CONCLUSION

The results, as stated previously, seem to indicate that the interpretive media installed in the Bow Valley Parkway region of Banff National Park, is not fulfilling the purpose set out for it. This would be a hasty and quite possible incorrect conclusion. The number of problems encounter during the course of the experiment and analysis may well have significantly altered the true outcome. The lack of installed media in 1981 created a natural quasi-experiment design when combined with the very different conditions of 1982.

Running the survey again, under better conditions is one to obtain more accurate results. Redesigning the methodology to eliminate some of the problem should also give a more accurate picture. It would wrong at this point to judge the performance of the interpretive media on the results of this study.

BANFF NATIONAL PARK

Site Visitor Survey, 1981

Bow Valley Parkway Questionnaire

1. a. Bow Valley Parkway Area _____ _____ Site ____ _____
   b. Time _____ _____ c. Day _____ d. Month _____ _____

2. Interviewer _____ Interview Pre/Post Site Visit _____

3. Direction of Entry: Eastbound _____ Westbound _____

4. (If at Johnston Canyon) Note which parking lot subject's vehicle is in.
   Motel ___ Campground ___ J.C. Motel Lot ___ J.C. Day Use Lot ___
   Other ___ D.K. ___

5. Sex of Respondent (Do Not Ask): Male ___ Female ___

Introduction

Hello, my name is _____. Parks Canada is doing a survey for Park planning purposes. Would you help us by answering a few questions about your visit to this part of Banff National Park.

6. Which official language would you prefer to use, English or French?
   English _____ French _____
   (If English, continue with interview)
   (If French, switch to French version of interview questionnaire)

First we would like to know a bit about your visit to this part of the Park; that is, the Bow Valley Parkway or Highway 1A, and Johnston Canyon.

7. a. Is this the first time you have taken this road? Yes ___ No ___
   (If yes, skip to question 7.c.)
   b. (If no) Including this visit, how many times have you been to the Bow Valley Parkway? this year ___ times last year ___ times
   c. Before this trip, were you aware of the Bow Valley Parkway Drive and Johnston Canyon?
   Yes ___ No ___

8. How did you first learn about this drive?
   Previous Visit . . . . . ___
   Park Information Centre . . . . . ___
   Other Park Staff . . . . . ___
   Park Literature . . . . . ___
   Highway Signs . . . . . ___
   Other Visitors . . . . . ___
   Local People . . . . . ___
   Parks Canada Radio at Park Entrance . . ___
   Parks Canada Radio near Banff Townsite . ___
   Map/Guide Book . . . . . ___
   Other. . . . . ___

9. Today would you consider the Bow Valley Parkway and Johnston Canyon Area as:
   Your Main Destination . . . . . ___
   One of Several Planned Destinations . . . ___
   An Unplanned Side Trip . . . . . ___
   Other (Specify) . . . . . ___

TB/CT-REQ-B6088

10. How long in total do you plan to spend on this trip to the Bow Valley Parkway and the Johnston Canyon area?

Don't Know . . . . . ___
A Few Hours . . . . . ___
One Day . . . . . ___
One Day and One Night . . . . . ___
Two Days . . . . . ___
More Than Two Days . . . . . ___

11. What was your main reason for visiting the Bow Valley Parkway and Johnston Canyon areas today?

To Take a Scenic Drive . . . . . ___
To Visit Johnston Canyon . . . . . ___
To Avoid Traffic on the Trans Canada Highway . . . ___
To Stay at Johnston Canyon Motel . . . . . ___
To Hike, Climb or Fish . . . . . ___
To Get to Campgrounds or Hotels on Route . . . . . ___
To Get to Lake Louise . . . . . ___
Other _____ . . . . . ___

12. What directed you to stop at this location? (check more than one if applicable)

The 'e' Symbol Sign . . . . . ___
The Interpretive Exhibit . . . . . ___
Other People . . . . . ___
Bow Valley Parkway Map (at Fireside) . . . . . ___
Park Staff . . . . . ___
Pamphlet . . . . . ___
'Orientation' Sign . . . . . ___
Motel Sign or Motel . . . . . ___
Trail Sign . . . . . ___
Other . . . . . ___

IF PARTY WAS ENTERING THE STUDY AREA, SKIP TO QUESITON 16

Now we would like to know what you have done during your visit to the Bow Valley Parkway area:

13. (If Fireside entered from west ask this question, if at Johnston Canyon go to question 14)
Have you visited Johnston Canyon? Yes . . ___

14. Did you stop at any of the unsigned pulloffs or viewpoints along the road?
Yes . . ___ How many . . ___
No . . ___

IN PHASE I, SKIP TO QUESTION 17

15. a. Have you stopped at any of the pulloffs with interpretive sign and exhibits?
Yes . . ___ If yes, skip to questionnaire 15.c.
b. If no, why was that?

Wasn't the Driver . . . . . ___
Not Interested . . . . . ___
No Time . . . . . ___
Didn't Notice Them . . . . . ___
Poor Weather . . . . . ___
Other . . . . . ___

IF NO, SKIP TO QUESTION 17

15. c. How many? ___

15. d. Which were they of the numbered stops on this map? (Hand the visitor the Interpretive Brochure Map.)

#13 Fireside . . . . . ___
#12 Backswamp . . . . . ___
#10 Sawback . . . . . ___
9 Hillsdale Meadows . . . . . ___
8 Hillsdale Slide . . . . . ___
7 Pilot Pond . . . . . ___

PAMPHLET ASSESSMENT

(Only ask this section in phase III.) (Phase I and II go to question 17.)

16. a. Did you pick up a Bow Valley Parkway pamphlet like this one? (Show them one.)
Yes ___ No ___

b. (If no) Why was that?
Not Interested . . . . . ___
No Time . . . . . ___
Didn't Know About It . . . . ___
Other. . . . . ___

IF NO, SKIP TO QUESTION 17

c. Did you read or use the pamphlet during your parkway trip?
Yes ___ No ___
(If yes) What parts?
The Title Page Side . . . . ___ (show them)
Text. . . . . ___
Illustrations . . . . . ___
The Backside . . . . . ___
Map . . . . . ___
Illustrations . . . . . ___

d. Because this pamphlet has just recently been introduced, we would like to know what you think of it. Please name as many good features as you can think of.
Size ___ Map ___ Illustrations ___ Text ___ Other _____ Other _____

e. What are its bad features?
Size ___ Small Print ___ Confusing Numbers ___ Pictures ___
Other _____ Other _____

OPINION SECTION: FORM 1.a.

17. a. And now, we would like to ask a question concerning your opinions about the Bow Valley Parkway and Johnston Canyon using some common words to describe them. I'm going to give you a pair of words, for example: like and dislike, and I want you to tell me which one best describes your opinion of the Bow Valley Parkway or Johnston Canyon. You may also say "no opinion" or "in between" if you don't want to choose one word or the other. O.K.? Let's try one. Thinking about Johnston Canyon:
Like - - Dislike
(Probe: which of these two words best describes your opinion about Johnston Canyon?)
(Circle one of the two words; if the respondent says "no opinion", circle the dash between the words.)
O.K. good. Let's go on. Thinking about Johnston Canyon.
Safe - - Dangerous
Noisy - - Quiet
Boring - - Interesting
Active - - Passive
Tense - - Relaxed

OPINION SECTION: FORM 1.b.

17. b. And now, we would like to ask a question concerning your opinions about the Bow Valley Parkway and Johnston Canyon, using some common words to describe them. I'm going to give you a pair of words, for example, like and dislike, and I want you to tell me which one best describes your opinion of the Bow Valley Parkway or Johnston Canyon. You may also say "no opinion" or "in between" if you don't want to choose one word or the other. Okay? Let's try one, thinking about Johnston Canyon:

Like - - Dislike

(Probe: which of these two words best describes your opinion about Johnston Canyon?) (Circle one of the two words; if the respondent days "no opinion", circle the dashes between the words.)

Okay. Good. Let's go on. Thinking about Johnston Canyon:

Crowded - - Uncrowded
Unlittered - - Littered
Unpleasant - - Pleasant
Overdeveloped - - Underdeveloped
Inaccessible - - Accessible
Clear - - Confusing

17. a. Now thinking about the Bow Valley Parkway, Highway 1A, which of these two words best describes your feelings:

Safe - - Dangerous
Noisy - - Quiet
Boring - - Interesting
Active - - Passive
Tense - - Relaxed
Convenient - - Inconvenient

b. Now thinking about the Bow Valley Parkway, Highway 1A, which of these two words best describes your feelings:

Crowded - - Uncrowded
Unlittered - - Littered
Unpleasant - - Pleasant
Overdeveloped - - Underdeveloped
Inaccessible - - Accessible
Clear - - Confusing

OPINION SECTION: FORM 2

(Skip to question 18.1.a. if entering parkway area.)

O.K., now we'd like to ask about your general opinions of the Bow Valley Parkway area.

17.2. a. Thinking about the parkway drive, what would you say are its worst aspects? For example, "is the traffic too fast?" (code in rank order again) (Probe: any other bad features worth mentioning?) (If they state something general such as litter, ask where and which feature that applies to.)

___ traffic too slow
___ traffic too fast
___ campgrounds
___ too many signs and exhibits
___ too many pulloffs and scenic stops
___ too developed
___ other: _____
___ other: _____
___ other: _____

17.2. b. Now what would you say is the best about the parkway? (code in rank order) (Probe: Are there any good aspects that are worth mentioning?) (If they state something general i.e. scenery, note that, and ask which specific features they mean.)

___ slow driving speed
___ trails
___ picnic area
___ less traffic
___ Parkway pamphlet
___ Johnston Canyon trail
___ signs/exhibits
___ numerous pull-offs
___ scenery
___ look-outs
___ picnic tables
___ new road
___ camping area
___ other: _____
___ other: _____
___ other: _____

KNOWLEDGE TEST SECTION

If Pre-Test Entry Survey - Form 1

18.1. a. Next, we're very interested in how much people know about the Bow Valley and Johnston Canyon areas of Banff National Park. Could you name as many points of interest of these areas that you can think of, for example "some of these mountains are examples of the main ranges" or "the Bow Valley Parkway is a major transportation route".
(code rank in order - 1 for first mentioned, 2 for next, and so on.)

If Exit or Halfway Survey - Form 2

18.1. b. Next, we're very interested in how much people know or have learned about the Bow Valley and Johnston Canyon areas of Banff National Park. Could you please name as many points of interest of these areas that you can think of or remember, for example, "some of these mountains are examples of the main ranges" or "the Bow Valley Parkway is a major transportation route".
(code rank in order - 1 for first mentioned, 2 for next, and so on.)

___ main ranges exist in B.V.P.
___ front ranges exist in B.V.P.
___ backswamp is a bog in B.V.
___ a bog environment exists on B.V.P.
___ Hole-in-the-wall is a site in B.V.P.
___ B.V.P. passes through Aspen woods
___ meadows are present in B.V.P.
___ valleys are U-shaped
___ Hillsdale Slide is found in B.V.P.
___ Pilot Pond exists in B.V.P.
___ visitor opportunities along B.V.P.: services, recreation, interpretation
___ J.C. is an example of the power of water to move mountains
___ J.C. was widened and deepened by moving ice
___ J.C. is made of soft limestone and hard dolomite
___ no rock can withstand the power of water
___ J.C. grows 2mm farther down each year
___ it has taken 8,000 years to form canyon in its present state
___ its present state will not last forever
___ J.C. is always changing
___ there are 7 waterfalls in J.C.
___ all the waterfalls move up-stream
___ the Lower Falls are disappearing

___ B.V. was glaciated
___ B.V. provides corridor through Rocky Mountai
___ B.V. major transportation route
___ B.V.P. intended for slower traffic
___ B.V.P. provides more recreation opportunitie than TransCanada Highway #1
___ Backswamp (bog) result of gravel fan from Brewster Creek
___ butterwort (specialized mosquitto-eating pla occurs in bog environment
___ Hole-in-the-wall result of water seeping into mountain
___ Aspens chewed by wapite (elk)
___ meadows provide forage for ungulate - moose, elk, sheep, deer
___ valley V-shaped before glaciation
___ valleys V-shaped from water erosion
___ valley became U-shaped because of glaciation
___ Hillsdale Slide result of the retreat of glacial ice
___ Pilot Pond result of Hillsdale Slide
___ Bow River main influence in Bow Valley
___ Johnston Canyon result of water erosion
___ limestone is wearing away faster than dolomi
___ others _____
___ others _____
___ others _____
___ others _____

TOTAL MARKED ___ ____ That's very good.

GROUP CHARACTERISTICS

Next we have a few questions about the group you are travelling with today.

19. a. Including yourself, how many persons are there in your group? _____
    b. (Ask only when necessary) Which of the following best describe your group.
    Are you: by yourself . . . . . ___
    one couple alone . . . . . ___
    one family with children . . ___
    two families with children . ___
    two couples . . . . . ___
    an organized group . . . . . ___
    a group of friends. . . . . ___
    other (specify) _____ . ___

20. a. Do you have any children under 13 years old in your group today?
    Yes ___ No ___
    b. (If yes) How many? ____ _____

21. a. Do you have any people over 65 years old in your group today?
    Yes ___ No ___
    b. (If yes) How many? ___ _____

22. a. Is there anyone in your party who cannot speak or read either French or English?
    Yes ___ No ___
    b. (If yes) What language are they fluent in? _____ _____

23. a. Is there anyone in your party who is handicapped or has accessibility problems with park facilities?
Yes ___ No ___
b. (If yes) What is the nature of their problem? ____ _____
_____

GENERAL BANFF TRIP

Now, I would like to ask about your trip to Banff National Park in general.

24. Until now, about how long have you been at the park during this visit?
Days ____ ___ Hours _____

25. a. Which of the following best describes your present trip from home? (ask only where necessary)
Did you leave home this morning and will return this evening? _____
Will you be away from home for 2 - 3 days? _____
Will you be away from home for 4 or more days? _____

b. Is your home - outside Canada? _____ (Skip to question 26)
- outside Alberta? _____ (Skip to question 26)
- inside the park? _____ (Skip to question 31)
- inside Alberta? _____ (Skip to question 27)

26. How have you travelled to Alberta? a. by car ___ b. by air to Calgary ___
c. by air to Edmonton ___ d. other ___

27. a. What type of vehicle have you travelled to the park in?
passenger car . . . . ___
motor home . . . . . ___
truck camper . . . . ___
travel trailer . . . ___
bus . . . . . ___
no vehicle . . . . . ___
other _____ . ___
b. Is that a private? ___ rental? ___ or commercial? ___ vehicle.

28. On this visit, would you consider Banff, your main destination? ____
one of several planned stops? _____ or an unplanned stop? _____

29. Is this your first visit to Banff National Park?
Yes . . . . . ___
No, repeat visit this year . . . . . ___
No, other visit prior to this year . . . ___

30. When you were planning your trip, what were your sources of information about the park?
previous visit to the park . . . . . ___
visit to another national park or historic site . . . . . ___
Banff National Park pamphlet . . . . . ___
park staff . . . . . ___
t.v. programme/advertisement . . . . . ___
tour/travel agent . . . . . ___
radio programme/advertisement . . . . . ___
newspaper/magazine . . . . . ___
school . . . . . ___
people who had been here . . . . . ___
provincial tourist bureau . . . . . ___

30. cont.

provincial auto association pamphlet/map. . . . . ___
road map/atlas . . . . . ___
Canadian government office of tourism . . . . . ___
no information . . . . . ___
other _____ . ___

31. a. (for non-resident/visitors only) Have you visited Banff townsite on this trip?
Yes ___ No ___
(If yes) What did you do while you were there?
just drove through . . . . . ___
stayed in local accomodation . . . . . ___
purchased gifts/handicrafts/souvenirs . ___
purchased groceries,camping supplies,etc ___
purchased gas/oil . . . . . ___
ate in restaurant . . . . . ___
other (specify) . . . . . ___

c. Which other of the following communities have you visited on this trip?
Canmore ___ Field ___ Jasper ___ Radium ___
Lake Louise ___

32. a. Have you visited any of the other mountain national parks this trip? Yes ___ No ___
b. (If yes) Which ones? Jasper ___ Koothenay ___ Yoho ___ Waterton ___
Glacier ___ Revelstoke ___

33. a. Did you stay inside ___ or outside ___ the park last night?
b. What type of accomodation did you use?
national park campground . . . . . ___
provincial park campground . . . . . ___
commercial campground . . . . . ___
along the road . . . . . ___
private roofed accomodation?
own home . . . . . ___
at home of friends/relatives . . ___
private cottage . . . . . ___
commercial roofed accomodation?
hotel . . . . . ___
motel/cabin . . . . . ___
tourist/hospitality home . . . . ___
hostel . . . . . ___
other . . . . . ___

c. Did you have any problem getting the accomodation you wanted? Yes ___ No ___
Do you have any accomodation arranged for tonight? Yes ___ No ___
What kind of accomodation do you usually prefer?
unserviced campsite . . . . . ___
serviced campsite with water/electricity . . . . . ___
serviced with water/sewer/electricity . . . . . ___
hotel/motel . . . . . ___
cabin . . . . . ___
hostel . . . . . ___
other . . . . . ___

ACTIVITIES & SERVICES SECTION

Now we have some questions about your other activities during this visit to Banff National Park.

34. a. During this trip to Banff, have you used any interpretive services or participated in any of the following events?
No . . ___ (If no, go to question 35)
Yes . . ___
Which ones?
Visitor Information Centre . . . . . ___
Banff Natural History Museum . . . . ___
Interpretive Evening Program . . . . ___
Guided Walk . . . . . ___
Park Brochures . . . . . ___
Self Guided Trails or Exhibits . . . ___
Other (specify) _____ . . ___

b. (If yes) After arriving at the park, how did you learn about our interpretive services or events? (check off all of those mentioned)
Park Brochures . . . . . ___
Parks Canada Radio . . . . . ___
Bulletin Board . . . . . ___
Radio Program/Advertisement . . . . . ___
Park Staff . . . . . ___
Other Park Visitors . . . . . ___
Local People . . . . . ___
None of the Above . . . . . ___
Other (specify) . _____ . ___
_____
_____

c. (If respondent went to visitor information centre) Which of the following did you do while at the information centre?
Stopped at an Information Desk . . . . . ___
Saw Film . . . . . ___
Attended an Interpretive Event . . . . . ___
Signed Visitors Book . . . . . ___
Other (specify) _____ . . ___
Other (specify) _____ . . ___

d. (If answer to question 34 was yes) Were you satisfied with the service you received?
Yes . . ___ No . . ___
e (If no) Why not? _____
_____
_____

35. Have you participated in any other of the following activities this visit?
Hiking ___ Picnicing ___ Swimming in Hotsprings ___ Climbing ___
Cycling ___ Horseback Riding ___ Gondola Rides ___ Fishing ___
Boating ___(was that Rafting ___ Motor Boating ___ Kayaking ___
Windsurfing ___ other _____)
Sightseeing ___ Where/What _____
_____

PERSONAL SECTION

Finally, I have a few questions about you personally, (look directly at your selected respondent).

36. Where is your permanent residence?

_____ City/Town/Village _____ Province/State _____ Country

37. Which of the following categories best describes your present age?

Under 25 years ____
26 to 35 years ____
36 to 45 years ____
46 to 55 years ____
56 to 65 years ____
over 65 years ____

38. What is the highest level of schooling that you personally have attended?

No Formal Education . . . . . ____
Grade School. . . . . ____
High School . . . . . ____
Technical School . . . . . ____
University/College . . . . . ____

O.K., that's the last one. I want to thank you so much for your cooperation. You've really been a help to us.

INTERVIEWER COMMENTS:

_____

_____

_____

_____

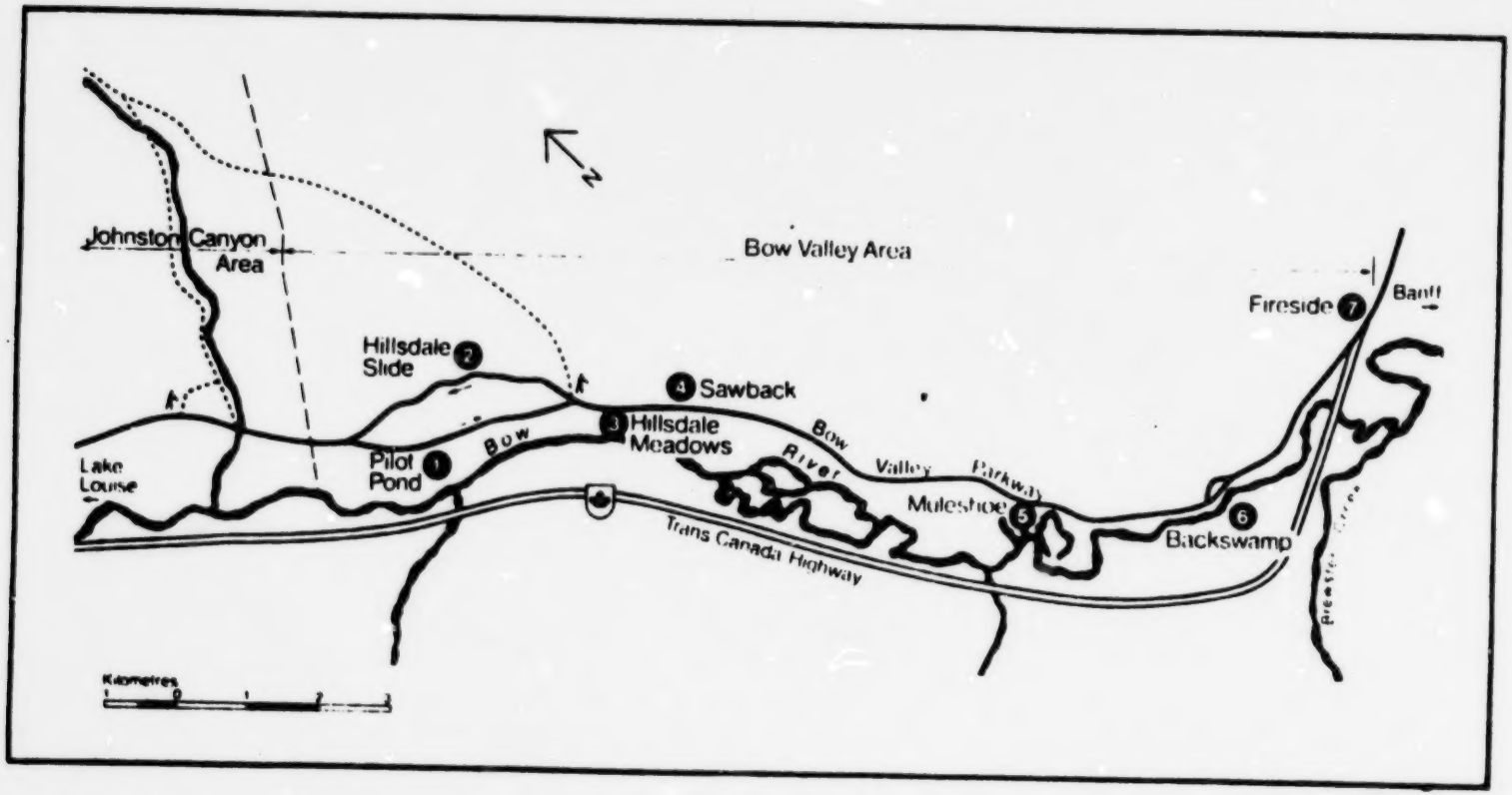
_____

_____

_____

_____

_____



Johnston Canyon Area
Bow Valley Area
Hillsdale Slide
2
4 Sawback
3 Hillsdale Meadows
Pilot Pond
1
Bow
River
Bow Valley Parkway
Muleshoe
5
6
Backswamp
Fireside
7
Banff
Lake Louise
Trans Canada Highway
Kilometres
1 0 1 2 3

B1[illegible]

During your recent visit to the Bow Valley Parkway, we approached you with some initial questions about your stay. Having completed your visit, we would now like to ask about your impressions of some aspects of the Bow Valley Parkway, Johnston Canyon and Banff National Park. Your answers will aid us in evaluating your opinions for planning visitor service facilities and interpretive services to best suit your needs.

All of your answers will be strictly confidential.

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office use only

General Instructions:

Only the person interviewed along the Bow Valley Parkway should complete this questionnaire.

Circle the number to each answer.

Example: (1). yes
2. no

On the preceeding page is a map depicting each stop along the Bow Valley Parkway from Johnston Canyon to Fireside. There are seven signed pulloffs as well as numerous unsigned ones.

We would like to know how many stops you have made along the Bow Valley Parkway on this trip.

1. Did you stop at any of the pulloffs with Natural History signs or exhibits?

   1. yes
   2. no

2. If yes, which ones?

   1. Pilot Pond
   2. Hillsdale Slide
   3. Hillsdale Meadows
   4. Sawback
   5. Muleshoe
   6. Backswamp
   7. Fireside

CIRCLE THE NUMBER OF YOUR ANSWER

3. Could you please indicate on the attached map the order in which you stopped at these pulloffs. That is, circle the associated number of the site and mark down beside it if it was your 1st, 2nd, 3rd, 4th, etc. stop on this trip.

4. If you did not stop at any signed pulloffs, why was that?

   1. wasn't the driver
   2. not interested
   3. no time
   4. didn't notice them
   5. only wanted to see Johnston Canyon
   6. poor weather
   7. saw them on a previous visit
   8. other, specify _____

5. Did you stop at any of the unsigned pulloffs or viewpoints along the road?

   1. yes
   2. no

6. If yes, how many?

   _____

7. Did you stop at Johnston Canyon on this trip?

   1. yes
   2. no

8. How long did you spend along the Parkway in total travel and stopping time? (between Johnston Canyon and the Fireside pulloffs)

   _____ travel time

   _____ stopping time

   _____ total time spent in area.

CIRCLE THE NUMBER OF YOUR ANSWER

9. We would like to know your opinions about the Bow Valley Parkway area in general and the Johnston Canyon area using specific adjectives.
If you have not visited Johnston Canyon on this trip, rate only the Bow Valley Parkway area, otherwise, rate both.

Instructions: Looking at the map for clarification of the areas mentioned, circle the number that best describes your rating of the area in terms of the adjectives given below.

Bow Valley Area

	RATING							
crowded	1	2	3	4	5	6	7	uncrowded
unlittered	1	2	3	4	5	6	7	littered
unpleasant	1	2	3	4	5	6	7	pleasant
overdeveloped	1	2	3	4	5	6	7	underdeveloped
inaccessible	1	2	3	4	5	6	7	accessible
clear signage	1	2	3	4	5	6	7	confusing

10. If you were dissatisfied with any aspects, do you have any suggestions for their improvement.

Aspects: _____ _____

Suggestions: _____ _____

11. Now looking at the Johnston Canyon area:

Johnston Canyon Area

	RATING							
safe	1	2	3	4	5	6	7	dangerous
noisy	1	2	3	4	5	6	7	quiet
boring	1	2	3	4	5	6	7	interesting
active	1	2	3	4	5	6	7	passive
tense	1	2	3	4	5	6	7	relaxed
convenient	1	2	3	4	5	6	7	inconvenient

12. If you were dissatisfied with any aspects, do you have any suggestions for their improvement.

Aspects: _____ _____

Suggestions: _____ _____

CIRCLE THE NUMBER OF YOUR ANSWER

13. We would like you to now rate the following aspects of the Parkway using the rating scheme below. Each rating has an associated number (1-5). Circle the number for your rating of each aspect.

Rating:	excellent 1	good 2	average 3	less than average 4	poor 5
Aspects					
slow driving speed	1	2	3	4	5
directional signs	1	2	3	4	5
exhibits	1	2	3	4	5
Parkway pamphlet	1	2	3	4	5
pull-offs	1	2	3	4	5
scenery	1	2	3	4	5
trails	1	2	3	4	5
picnic areas	1	2	3	4	5
look-outs	1	2	3	4	5
camping areas	1	2	3	4	5

14. If you answered "less than average" or "poor" to any of the above aspects, your suggestions for improvement would be appreciated.

Aspects: Suggestions:

_____ _____

_____ _____

15. We're very interested in how much people have learned from their visit to the Bow Valley area of Banff National Park. Please circle T (true) or F (false) to the following statements about Bow Valley and Johnston Canyon.

1. Castle Mountain is part of the Front Ranges. T F
2. Bow Valley is a major corridor through the Rocky Mountains. T F
3. Johnston Canyon is an example of the power of water to move mountains. T F
4. The Bow River eroded through the Front Ranges as they uplifted. T F
5. The Bow Valley Parkway is intended to be a fast through route in Banff National Park. T F

CIRCLE THE NUMBER OF YOUR ANSWER

16. Secondly, could you please name as many physical characteristics about the Bow Valley and Johnston Canyon areas that you can think of or remember.
(USE THE BACK OF THIS SHEET IF YOU REQUIRE MORE SPACE)

Example: Water erosion was involved in forming the Bow Valley

_____

_____

_____

_____

_____

17. On the whole, did your visit to the Bow Valley and Johnston Canyon areas increase your enjoyment of Banff National Park?

1. yes
2. no

18. Did any facilities in these areas pose accessibility problems for yourself or a member of your group on this trip?

1. yes
2. no

19. If yes, which facilities posed problems?

_____

_____

_____

20. Was this accessibility problem due to:

1. personal disability
2. age
3. other, specify _____

Thinking about the group you were travelling with:

21. Did you have any children under 13 years of age in this group?

1. yes
2. no

22. If yes, how many? _____

CIRCLE THE NUMBER OF YOUR ANSWER

23. Did you have anyone over the age of 65 in your group?

    1. yes
    2. no

24. If yes, how many? _____

25. Was there anyone that could not speak either English or French?

    1. yes
    2. no

26. If so, what language were they fluent in?

    1. German
    2. Japanese
    3. Dutch
    4. other, specify _____

The second part of this questionnaire asks you about your general trip in Banff National Park.

27. How long did you stay on this visit?

    1. less than one day
    2. one day
    3. two to three days
    4. four days to a week
    5. eight days to two weeks
    6. longer than two weeks

28. Did you stay inside or outside of Banff National Park?

    1. inside
    2. outside

29. What type of accommodation did you use?

    1. National Park campground
    2. Provincial Park campground
    3. Commercial campground
    4. private home
    5. tourist/hospitality house
    6. along the road
    7. private cottage
    8. hotel
    9. motel/cabin
    10. hostel
    11. other, specify _____

CIRCLE THE NUMBER OF YOUR ANSWER

30. If you stayed in a campground, please state the name:

_____

31. Is your home in Alberta?

1. yes
2. no

32. If no, how did you travel to Alberta?

1. by car
2. by bus
3. by van, truck camper
4. by motorhome, trailer
5. by air to Calgary
6. by air to Edmonton
7. other, specify _____

33. How did you travel to Banff National Park?

1. passenger car
2. van, truck camper
3. bus
4. motorhome, trailer
5. no vehicle
6. other, specify _____

34. Was the vehicle you used a:

1. private vehicle
2. rental
3. commercial/transport

35. Was Banff, on this trip, your:

1. main destination
2. one of several planned trips
3. an unplanned side trip
4. one of several unplanned trips
5. other, specify _____

36. Was this your first visit to the park?

1. yes --------skip to question 38
2. no

CIRCLE THE NUMBER OF YOUR ANSWER

37. If not your first visit, how many visits have you made this year and in previous years?

This year:
1. one
2. two to three
3. four to five
4. six or more

b. Previous years:
1. one
2. two to three
3. four to five
4. six or more

38. Are you aware of the interpretive program that is offered in Banff?

1. yes
2. no

39. Below is a list of some of our interpretive events and services that are offered. Do you participate in any of these on a regular basis? (more than once a month)

1. yes
2. no

40. If yes, please circle the ones that you have attended or used this summer. (Circle more than one if applicable)

1. Banff Natural History Museum
2. Visitor Information Centre
3. Self-guided trails or exhibits
4. Interpretive evening programs
5. Guided walks
6. Park brochures
7. others, specify _____

41. Are you satisfied with the program on the whole?

1. yes
2. no

42. If no, how do you feel it could be improved to increase usage?

_____

_____

_____

_____

CIRCLE THE NUMBER OF YOUR ANSWER

43. Which of the following activities did you also participate in on this trip? (Circle as many as applicable).

1. hiking
2. picnicking
3. swimming in Hotsprings
4. climbing
5. cycling
6. horseback riding
7. gondola rides
8. fishing
9. boating
10. sightseeing
11. other, specify _____

44. Did you visit Banff townsite on this trip?

1. yes
2. no

45. If yes, what did you do while you were there?

1. visited Banff Information Centre
2. just drove through
3. stayed in local accommodation
4. bought groceries, camping supplies
5. bought gifts, handicrafts, souvenirs
6. bought gas, oil
7. ate in restaurants
8. other, specify _____

46. Did you visit either Lake Louise or Canmore on this trip?

1. yes
2. no

47. If yes, which ones?

1. Lake Louise
2. Canmore

48. Was Banff the only park you had visited on this trip?

1. yes----------skip to question 52
2. no

CIRCLE THE NUMBER OF YOUR ANSWER

49. If you have visited other National Parks on this visit, which ones?

    1. Jasper
    2. Kootenay
    3. Yoho
    4. Revelstoke
    5. Glacier
    6. Waterton Lakes
    7. other, specify _____

50. Did you visit any of the townsites in these parks?

    1. yes
    2. no

51. If yes, which ones?

    1. Radium
    2. Jasper
    3. Field
    4. Waterton

52. Did you visit any other National Park, apart from this Banff trip, this summer? (June to September)

    1. yes
    2. no

53. If yes, which ones?

    1. Jasper
    2. Kootenay
    3. Yoho
    4. Revelstoke
    5. Glacier
    6. Waterton Lakes
    7. other, specify _____

Thank you for your time in completing this questionnaire for us. Your contribution to this survey is greatly appreciated. If you have any comments you wish to make that you think may help us in the future, they would be appreciated. Either enclose them with this package or in a separate letter.

54. Would you like a summary copy of our survey results?

1. yes
2. no

Comments:

Please insert this questionnaire into the accompanying envelope and mail it to:

Director
Socio-Economic Division
Parks Canada
Les Terrasses de la Chaudiere
10 Wellington Street, 3rd floor
OTTAWA, Ontario
K1A 1G2
Attn.: Irene Jurewicz